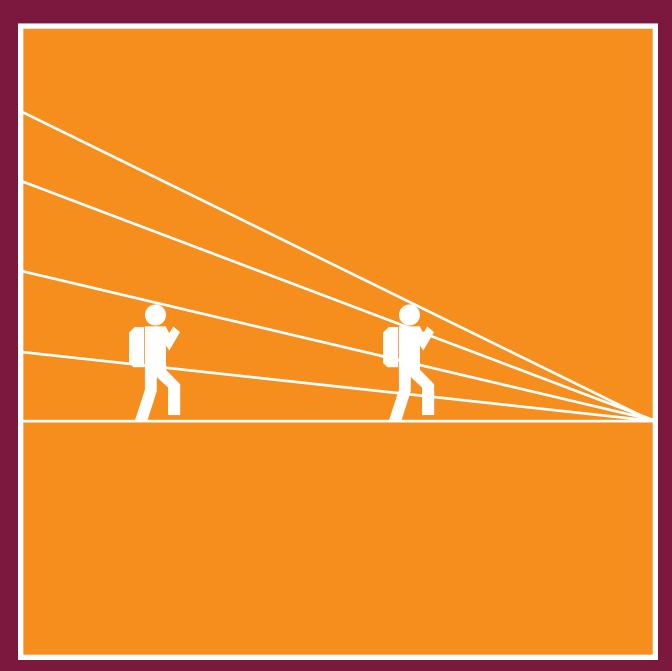
At first glance, which man is taller?



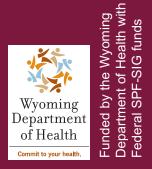
Actually, the two are exactly the same size.

At first glance, it seems like everybody drinks.

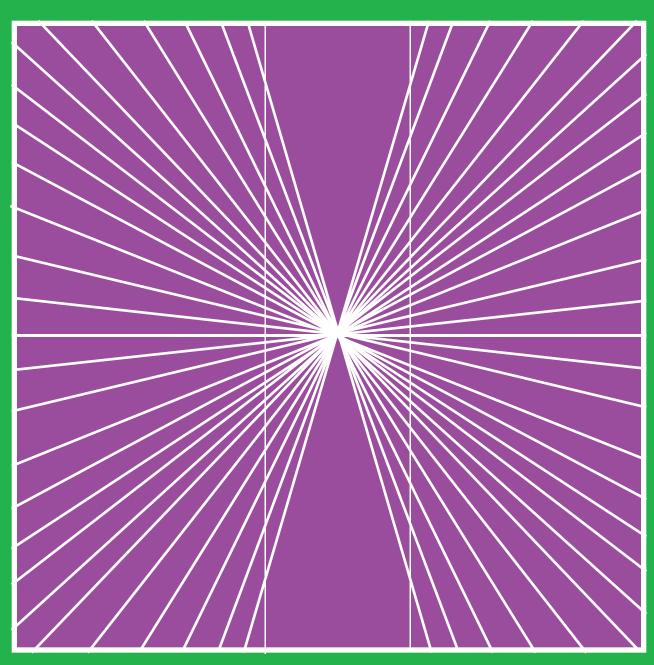
In reality, Most Big Horn High School students DON'T drink in a typical month.

62% of high school students don't drink in a typical month. 2008 PNA Survey





At first glance, do the lines bend?



No, the lines are straight.

At first glance, it seems like everybody drinks.

In reality, Most, (92%) Tongue River Middle School students DON'T drink in a typical month.

92.5% of Tongue River middle school students don't drink in a typical month.
2008 Prevention Needs Assessment



